

INSIDE HAJOK

Despite difficult times, this year HAJOK Design has proven the strength of the agency and can continue to achieve success with a high degree of flexibility and strong teamwork. In this issue of our newsletter, founder Klaus P. Hajok and creative director Madeleine Weiss reveal their secret of success and what positive aspects they can draw from the crisis.



Klaus P. Hajok

HAJOK Design has been in the packaging design business since 1997 – what is your recipe for success?

Madeleine Weiss: We love what we do. We are passionate designers, brand consultants, observers, listeners, analysts, all acting together for the best possible result. We are a colourful bunch, complementing each other perfectly!

You are always looking for the latest trends in packaging design for your clients. What trends are you particularly enthusiastic about?

Klaus P. Hajok: Dealing with different trends is part of our everyday life. A major trend in packaging design is definitely the topic of sustainability in all its different forms. What inspires me about this is that in addition to all the many tasks that good design should fulfil, it also serves the planet and future generations.

Think about the future



Madeleine Weiss

Madeleine Weiss: In terms of society as a whole, I find the megatrend of individualisation fascinating. What effects does retreating within your own four walls, brought on by the coronavirus have on our shopping behaviour? What trends and counter-trends result from this?

Madeleine has been on the management board since 2017. What makes the two of you a strong team?

Klaus P. Hajok: The unconditional trust and mutual respect for each other's skills and performance is extraordinary. We pursue the same goals and complement each other very well in our tasks – this makes us strong.

How has the agency mastered the coronavirus crisis so far? Have you gained any positive insights from this time?

Klaus P. Hajok: When I think about the global corona pandemic there is almost nothing good about it. However, what has been positive is that our business trip activity has significantly reduced. At least in the short-term, I can do without all the stress involved with catching early planes, delayed trains, jam-packed motorways and late landings. However, the personal contact with our clients is very important and I hope these relationships will intensify again in the long term.

Madeleine Weiss: It was very reassuring to see how resilient we are as an agency. We adapted to the new conditions extremely quickly and smoothly in order to continue to be available to our clients without major difficulties. We have even won our first completely digital pitch – a great team effort made possible thanks to the excellent way we continued to work together in the agency, but also with our freelancers. Despite lacking the personal interaction with the client, which is very important to us and the client, as an agency we convincingly won the job with a purely virtual approach.



Our agency

What are your plans for the agency over the next few years?

Klaus P. Hajok: First and foremost, we want to steer the agency through the global coronavirus crisis to emerge healthy and strengthened. There are some very interesting ideas and plans in the pipeline for the time after Covid-19 – but I would like to maintain some suspense and will be revealing more at a later date!

If there were a HAJOK motto, what would it be?

Madeleine Weiss: Teamwork makes the dream work!

Strong teamwork